



|               |                       |
|---------------|-----------------------|
| Primary AE:   | <u>Matthew Norten</u> |
| Sales Office: | <u>HDC</u>            |
| Sales Region: | <u>NAT</u>            |

|                    |           |
|--------------------|-----------|
| Billing Type:      | Cash      |
| Billing Calendar:  | Broadcast |
| Billing Cycle:     | EOM/EOC   |
| Agency Commission: | 15%       |

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00 \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/22/12 | 41      | \$51,350.00  | \$43,647.50 |

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 41        | \$51,350.00        | \$43,647.50        | 0.00        |
| <b>Totals</b> | <b>41</b> | <b>\$51,350.00</b> | <b>\$43,647.50</b> | <b>0.00</b> |

|                   |              |              |                               |         |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Matthew Norten    |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| WDJT-TV-LP  | 21%   | \$51,350.00  |
| Market      | 100%  | \$244,523.81 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| WBME              | 0%    | \$0.00      |
| WCGV              | 0%    | \$0.00      |
| WISN              | 38%   | \$92,919.05 |
| WITI              | 24%   | \$58,685.71 |
| WMLW-             | 0%    | \$0.00      |
| WPXE              | 0%    | \$0.00      |
| WTMJ              | 17%   | \$41,569.05 |
| WVTV              | 0%    | \$0.00      |
| WYTU              | 0%    | \$0.00      |

| Ln             | Ch   | Start             | End             | Inventory Code                                   | Break | Start/End Time Days | Len | Spots       | Rate     | Pri           | Rtg Type | Spots | Amount     |
|----------------|------|-------------------|-----------------|--|-------|---------------------|-----|-------------|----------|---------------|----------|-------|------------|
| E 1            | WDJT | 10/16/12          | 10/19/12        | Price Is Right 10a-11a<br>Price is Right 10a-11a | CM    | 10a - 11a -TWTF--   | :30 | 4           | \$300.00 | P-2           | 0.00 NM  | 4     | \$1,200.00 |
| PRICE IS RIGHT |      |                   |                 |  |       |                     |     |             |          |               |          |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       | <u>Spots/Week</u>   |     | <u>Rate</u> |          | <u>Rating</u> |          |       |            |
|                |      | Week: 10/15/12    | 10/21/12        | -TWTF--  |       | 4                   |     | \$300.00    |          | 0.00          |          |       |            |
| E 2            | WDJT | 10/22/12          | 10/22/12        | Price Is Right 10a-11a<br>Price is Right 10a-11a | CM    | 10a - 11a 1-----    | :30 | 1           | \$300.00 | P-2           | 0.00 NM  | 1     | \$300.00   |
| PRICE IS RIGHT |      |                   |                 |  |       |                     |     |             |          |               |          |       |            |

Order / Rev: 163318  
 Alt Order #: 06268279  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Poli/T Baldwin/D/Sen/WI  
 Product Desc: BALDWIN FOR SENATE  
 Estimate: WDJT-TV-LP

| Ln               | Ch   | Start             | End             | Inventory Code                                   | Break | Start/End Time Days  | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------------------|------|-------------------|-----------------|--|-------|----------------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 2              | WDJT | 10/22/12          | 10/22/12        | Price is Right 10a-11a<br>Price is Right 10a-11a | CM    | 10a - 11a 1-----     | :30 | 1                 | \$300.00    | P-2 | 0.00          | NM   | 1     | \$300.00   |
| PRICE IS RIGHT   |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/22/12          | 10/28/12        | 1-----   |       |                      |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| E 3              | WDJT | 10/16/12          | 10/19/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy             | CM    | M-F 6p-630p -TWTF--  | :30 | 4                 | \$500.00    | P-2 | 0.00          | NM   | 4     | \$2,000.00 |
| JEOPARDY         |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | -TWTF--  |       |                      |     | 4                 | \$500.00    |     | 0.00          |      |       |            |
| E 4              | WDJT | 10/22/12          | 10/22/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy             | CM    | M-F 6p-630p 1-----   | :30 | 1                 | \$500.00    | P-2 | 0.00          | NM   | 1     | \$500.00   |
| JEOPARDY         |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/22/12          | 10/28/12        | 1-----   |       |                      |     | 1                 | \$500.00    |     | 0.00          |      |       |            |
| E 5              | WDJT | 10/16/12          | 10/19/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel        | CM    | M-F 630p-7p -TWTF--  | :30 | 4                 | \$750.00    | P-2 | 0.00          | NM   | 4     | \$3,000.00 |
| WHEEL            |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | -TWTF--  |       |                      |     | 4                 | \$750.00    |     | 0.00          |      |       |            |
| E 6              | WDJT | 10/22/12          | 10/22/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel        | CM    | M-F 630p-7p 1-----   | :30 | 1                 | \$750.00    | P-2 | 0.00          | NM   | 1     | \$750.00   |
| WHEEL            |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/22/12          | 10/28/12        | 1-----   |       |                      |     | 1                 | \$750.00    |     | 0.00          |      |       |            |
| E 7              | WDJT | 10/20/12          | 10/20/12        | Sat 6p-7p Jep/Wheel<br>Sat 6p-7p Jep/Wheel       | CM    | Sat 6-7p -----2-     | :30 | 2                 | \$200.00    | P-2 | 0.00          | NM   | 2     | \$400.00   |
| WHEEL/JEOP       |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | -----2-  |       |                      |     | 2                 | \$200.00    |     | 0.00          |      |       |            |
| E 8              | WDJT | 10/22/12          | 10/22/12        | Mo 8p - 9p<br>2 Broke Girls/Mike & Molly         | CM    | Mo 8p - 9p 1-----    | :30 | 1                 | \$3,000.00  | P-2 | 0.00          | NM   | 1     | \$3,000.00 |
| 2.5/MIKE & MOLLY |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/22/12          | 10/28/12        | 1-----   |       |                      |     | 1                 | \$3,000.00  |     | 0.00          |      |       |            |
| E 9              | WDJT | 10/16/12          | 10/16/12        | Tu 7p - 8p<br>NCIS                               | CM    | Tu 7p - 8p -1-----   | :30 | 1                 | \$2,800.00  | P-2 | 0.00          | NM   | 1     | \$2,800.00 |
| NAVY NCIS        |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | -1-----  |       |                      |     | 1                 | \$2,800.00  |     | 0.00          |      |       |            |
| E 10             | WDJT | 10/16/12          | 10/16/12        | Tu 8p - 9p<br>NCIS: Los Angeles                  | CM    | Tu 8p - 9p -1-----   | :30 | 1                 | \$2,800.00  | P-2 | 0.00          | NM   | 1     | \$2,800.00 |
| NCIS:LA          |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | -1-----  |       |                      |     | 1                 | \$2,800.00  |     | 0.00          |      |       |            |
| E 11             | WDJT | 10/17/12          | 10/17/12        | Wed 7p - 8p<br>Survivor: Philippines             | CM    | 7p - 8p --1----      | :30 | 1                 | \$3,000.00  | P-2 | 0.00          | NM   | 1     | \$3,000.00 |
| SURVIVOR         |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | --1----  |       |                      |     | 1                 | \$3,000.00  |     | 0.00          |      |       |            |
| E 12             | WDJT | 10/17/12          | 10/17/12        | Wed 8p - 9p<br>Criminal Minds                    | CM    | Wed 8p - 9p --1----  | :30 | 1                 | \$2,500.00  | P-2 | 0.00          | NM   | 1     | \$2,500.00 |
| CRIMINAL MINDS   |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | --1----  |       |                      |     | 1                 | \$2,500.00  |     | 0.00          |      |       |            |
| E 13             | WDJT | 10/17/12          | 10/17/12        | Wed 9p - 10p<br>CSI: Crime Scene Investigation   | CM    | Wed 9p - 10p --1---- | :30 | 1                 | \$2,500.00  | P-2 | 0.00          | NM   | 1     | \$2,500.00 |
| CSI              |      |                   |                 |  |       |                      |     |                   |             |     |               |      |       |            |
|                  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:            |      | 10/15/12          | 10/21/12        | --1----  |       |                      |     | 1                 | \$2,500.00  |     | 0.00          |      |       |            |
| E 14             | WDJT | 10/18/12          | 10/18/12        |  | CM    | Th 7p - 8p ---1---   | :30 | 1                 | \$3,000.00  | P-2 | 0.00          | NM   | 1     | \$3,000.00 |

| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri | Rtg           | Type   | Spots | Amount      |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|--------|-------|-------------|
|       |      |                   |                 | Th 7p - 8p<br>Big Bang/Two and Half Men        |       |                   |         |     |             |            |     |               |        |       |             |
|       |      |                   |                 | BANG/RULES                                     |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | ---1---  |       | 1                 |         |     | \$3,000.00  |            |     | 0.00          |        |       |             |
| E 15  | WDJT | 10/18/12          | 10/18/12        | Th 8p - 9p<br>Person of Interest               | CM    | Th 8p - 9p        | ---1--- | :30 | 1           | \$3,000.00 | P-2 | 0.00          | NM     | 1     | \$3,000.00  |
|       |      |                   |                 | PERSON OF INTEREST                             |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | ---1---  |       | 1                 |         |     | \$3,000.00  |            |     | 0.00          |        |       |             |
| E 16  | WDJT | 10/18/12          | 10/18/12        | Th 9p - 10p<br>Elementary                      | CM    | Th 9p - 10p       | ---1--- | :30 | 1           | \$2,500.00 | P-2 | 0.00          | NM     | 1     | \$2,500.00  |
|       |      |                   |                 | MENTALIST                                      |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | ---1---  |       | 1                 |         |     | \$2,500.00  |            |     | 0.00          |        |       |             |
| E 17  | WDJT | 10/19/12          | 10/19/12        | Fr 8p - 9p<br>Made In Jersey                   | CM    | 8p - 9p           | ----1-- | :30 | 1           | \$1,500.00 | P-2 | 0.00          | NM     | 1     | \$1,500.00  |
|       |      |                   |                 | CSI:NY   |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | ----1--  |       | 1                 |         |     | \$1,500.00  |            |     | 0.00          |        |       |             |
| E 18  | WDJT | 10/19/12          | 10/19/12        | Fr 9p - 10p<br>Blue Bloods                     | CM    | 9p - 10p          | ----1-- | :30 | 1           | \$2,000.00 | P-2 | 0.00          | NM     | 1     | \$2,000.00  |
|       |      |                   |                 | BLUE BLOODS                                    |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | ----1--  |       | 1                 |         |     | \$2,000.00  |            |     | 0.00          |        |       |             |
| E 19  | WDJT | 10/21/12          | 10/21/12        | Su 6p - 7p<br>60 Minutes                       | CM    | 6p - 7p           | -----1  | :30 | 1           | \$3,000.00 | P-2 | 0.00          | NM     | 1     | \$3,000.00  |
|       |      |                   |                 | 60 MIN   |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | -----1   |       | 1                 |         |     | \$3,000.00  |            |     | 0.00          |        |       |             |
| E 20  | WDJT | 10/21/12          | 10/21/12        | Su 7p - 8p<br>The Amazing Race                 | CM    | 7p - 8p           | -----1  | :30 | 1           | \$2,600.00 | P-2 | 0.00          | NM     | 1     | \$2,600.00  |
|       |      |                   |                 | AMAZING RACE                                   |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | -----1   |       | 1                 |         |     | \$2,600.00  |            |     | 0.00          |        |       |             |
| E 21  | WDJT | 10/21/12          | 10/21/12        | Su 9p - 10p<br>Mentalist                       | CM    | 9p-10p            | -----1  | :30 | 1           | \$2,500.00 | P-2 | 0.00          | NM     | 1     | \$2,500.00  |
|       |      |                   |                 | MENTALIST                                      |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | -----1   |       | 1                 |         |     | \$2,500.00  |            |     | 0.00          |        |       |             |
| E 22  | WDJT | 10/16/12          | 10/21/12        | M - SU Late News<br>M-Su 10p-1035p             | CM    | 10p - 1035p       | -T-T-SS | :30 | 4           | \$750.00   | P-2 | 0.00          | NM     | 4     | \$3,000.00  |
|       |      |                   |                 | LATE NEWS                                      |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | -T-T-SS  |       | 4                 |         |     | \$750.00    |            |     | 0.00          |        |       |             |
| E 23  | WDJT | 10/16/12          | 10/19/12        | Letterman 1035p-1135p<br>Letterman 1035p-1135p | CM    | 1035p-1135p       | -TWTF-- | :30 | 4           | \$200.00   | P-2 | 0.00          | NM     | 4     | \$800.00    |
|       |      |                   |                 | LETTERMAN                                      |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | -TWTF--  |       | 4                 |         |     | \$200.00    |            |     | 0.00          |        |       |             |
| E 24  | WDJT | 10/22/12          | 10/22/12        | Letterman 1035p-1135p<br>Letterman 1035p-1135p | CM    | 1035p-1135p       | 1-----  | :30 | 1           | \$200.00   | P-2 | 0.00          | NM     | 1     | \$200.00    |
|       |      |                   |                 | LETTERMAN                                      |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/22/12          | 10/28/12        | 1-----   |       | 1                 |         |     | \$200.00    |            |     | 0.00          |        |       |             |
| E 25  | WDJT | 10/21/12          | 10/21/12        | Su 8p - 9p<br>The Good Wife                    | CM    | 8p-9p             | -----1  | :30 | 1           | \$2,500.00 | P-2 | 0.00          | NM     | 1     | \$2,500.00  |
|       |      |                   |                 | GOOD WIFE                                      |       |                   |         |     |             |            |     |               |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 10/15/12          | 10/21/12        | -----1   |       | 1                 |         |     | \$2,500.00  |            |     | 0.00          |        |       |             |
|       |      |                   |                 |  |       |                   |         |     |             |            |     |               | Totals | 41    | \$51,350.00 |